

NATIONAL CANNERS ASSOCIATION



Information Letter



FOR N. C. A. MEMBERS

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Board of Directors to Meet May 23

President E. B. Cosgrove has selected Thursday, May 23, as the date for the regular spring meeting of the Board of Directors. Announcement of the date is made at this time in order that members of the Board may so arrange their engagements as to be able to attend the meeting.

Association Successfully Defends Damage Suit

A serious damage suit based on an injury attributed to the alleged presence of a foreign substance in a bottle of chili sauce was recently won in New York City by the Association, which defended the action for one of its members.

The claimant had prepared to put up a strong case and had retained expert medical specialists to testify in her behalf. The defense was based largely on the improbability of the claimant's story and on testimony showing unquestionably the great care used in the packing of this product.

In commenting on this case, the Association's counsel states that one significant thing learned from this trial is that the chances for successfully defending a suit based on the presence of a foreign substance in a can of food are somewhat better than they had imagined, in spite of the fact that they were seriously handicapped by the lack of any investigation of this complaint

until six months after the alleged accident occurred. Undoubtedly the effects of this victory will be far-reaching and it confirms the wisdom of the Association's policy in advocating prompt investigations of such claims and vigorously contesting those which are apparently unjustified.

Wanted: A Name

Corn Cannerys want an appropriate, attractive trade name for "whole grain" or "whole kernel" corn.

At the meeting of the corn section during the Chicago convention Mr. Charles Meister, Fairmont Canning Co., Fairmont, Minn., and Mr. Ralph Brown, Midwest Canning Corp., of Rochelle, Ill., were appointed a committee to develop such a name.

Doubtless many cannerys have suggestions that they might offer about the name that should be adopted, or perhaps names to offer for the committee's consideration, and they are earnestly requested to communicate these suggestions to Mr. Brown.

Selection and adoption of a satisfactory trade name will mean much toward making this product more popular and more widely consumed.

Truck Crop Markets

The combined shipments of 21 leading fruits and vegetables during the week ended February 9 totaled 15,790 cars, a slight increase over the preceding week, according to the U. S. Market News Service.

Movement of green peas from the West Coast of Mexico again increased, about 135 cars arriving during the week. Imports of tomatoes increased after the lull of late January, and arrivals from Mexico amounted to 275 cars for the week; Cuba sent 75 carloads. The tomato output of Florida showed little change, with a daily average of around 25 cars. Including the light shipments from the early upland crop, the tomato movement from Florida is expected to run between 4,500 and 5,000 cars for the season. Movement should increase after February 15, but is not expected to reach heavy volume before March.

There seems little interest in spinach. Texas has the market almost to itself, and very few sales were made at shipping points. Toward the end of the week hauling was almost at a standstill. About 300 cars were shipped.

The California asparagus season will soon be opening, followed quickly by early shipments from Georgia and South Caro-

lina. Last year, about 2,900 carloads of asparagus moved to market, in addition to express shipments and haulings by truck. During 1927, the carlot movement was only 2,100 cars. The present year's commercial plantings in three early states probably are the largest on record, totaling 24,470 acres, which is only 1,400 more than in 1928, but two and a half times as many acres as in 1924. Most of the small increase this season is in Georgia and South Carolina. Those two states together have about 14,000 acres and California 10,450. Among the states shipping later, New Jersey has 10,500 acres of asparagus, and the combined plantings in nine late states are 23,320 acres or nearly 1,000 more than last season's figure.

Commodity	CARLOT SHIPMENTS					Total this season to Feb. 9	Total last season to Feb. 11	Total last season
	Feb. 3-9	Jan. 27 Feb. 2	Feb. 5-11					
	1929	1929	1928					
Apples, total	1,918	1,717	1,219	110,763	81,572	93,694		
Eastern states	801	836	509	55,909	49,296	44,415		
Western states	1,117	881	710	54,854	41,296	49,279		
Cabbage:								
1929 season	727	483	621	2,605	2,642	37,373		
1928 season	209	228	419	37,573	36,738	39,067		
Carrots:								
1929 season	93	154	65	2,269	1,888	7,128		
1928 season	49	31	87	7,128	5,930	6,932		
Green peas:								
Domestic	12	13	8	466	248	4,680		
Imports	134	76	168	766	549	987		
Mixed vegetables:								
Domestic	688	632	741	4,507	4,199	33,263		
Imports	9	13	18	83	106	419		
Pears	31	39	28	23,897	18,473	18,744		
Peppers:								
Domestic	30	29	23	149	694	3,569		
Imports	30	27	32	273	233	743		
Spinach	321	346	420	4,424	3,712	10,373		
String beans:								
Domestic	42	47	34	331	1,499	6,383		
Imports	3	14	0	34	0	2		
Tomatoes:								
Domestic	189	201	100	1,341	988	30,308		
Imports	363	196	137	2,661	1,797	5,923		

Exports of Cuban Vegetables to the United States

Shipments of vegetables from Cuba to the United States during the last two weeks of January amounted to 3,500,000 pounds as compared with 5,879,000 pounds during the first two weeks of the month, according to the American consul at Habana. This brings total shipments for January up to 9,379,000 pounds as compared with 7,146,000 pounds in January, 1928. Total shipments to the American market for the current shipping season, November 1 to January 31, amount to 15,492,000 pounds as compared with 11,362,000 pounds during the corresponding period last season. Unless unforeseen circumstances develop it is expected that shipment for the present season will be the largest on record.

Shipments of the various vegetables to the American market during November, December and January of the 1927-28 and 1928-29 seasons have been as follows:

	1927-28 pounds	1928-29 pounds
Tomatoes	8,194,186	15,934,033
Eggplant	867,928	284,568
Peppers	786,203	398,210
Okra	80,390	75,364
Lima beans	603,604	360,690
All others	679,751	226,732
Total	11,362,062	15,493,427

Bermuda Vegetable Shipments in January

Shipments of fresh vegetables from Bermuda to the American market during January amounted to 1,010,000 pounds as compared with 1,212,000 pounds during January, 1928, according to a report received from the American consul at Hamilton. This brings total shipments for the current season (December 1 to January 31) up to 2,432,000 pounds, as compared with 3,358,000 pounds during the corresponding period last season.

Winter Vegetables Coming from Tampico District

Shipments of fresh vegetables are now being made to the winter markets of the United States from points in the Tampico consular district, entering the American market through the border port of Laredo, Texas, according to a report from the American consulate at Tampico. The principal commodity of this class of exports is fresh tomatoes, approximately 368,000 pounds of which were shipped from the beginning of the season, on December 6, to January 23. The principal point of shipment is Xicotencatl, Tamaulipas. It is roughly estimated that, barring an unforeseen drop in the price of fresh tomatoes in the United States, a total of approximately 700,000 pounds will be exported to the United States during the course of the current season which terminates early in March.

In addition to the shipments of tomatoes, approximately 137,000 pounds of green beans have been shipped to the United States from Manuel, Tamaulipas, situated about 55 miles northwest of Tampico. Shipments of green beans began the latter part of December and will continue for about forty days. Approximately 500 acres of land were planted to green beans this year in the vicinity of Manuel.

There have been several small shipments of okra, sweet peppers and hot Mexican chili peppers to the United States during

the winter. These shipments, however, are of small importance to the general agricultural community. All exports of vegetables are shipped to the United States by rail, notwithstanding the fact that refrigerated storage on direct steamship service from Tampico to New York is available.

Truck Crop Notes

Spring pea acreage in California is estimated at 19,030 as compared with 16,560 acres in 1928, according to the California Cooperative Crop Reporting Service.

The acreage planted and to be planted in carrots for harvest during the spring months is estimated at 5,400 as compared with 3,020 acres planted in 1928. The acreage in all early and second early states is estimated at 19,800 as compared with 19,220 in 1928.

Commercial acreage of asparagus (for table stock) according to a preliminary estimate of the Bureau of Agricultural Economics, is 47,790, as compared with 45,430 acres in 1928, and 42,000 acres in 1927.

Cabbage production in the early states for 1929 is forecast at 241,000 tons as compared with 197,500 tons in 1928.

Tomato acreage in early states is estimated at 31,600 as compared with 22,610 acres in 1928. The increase is principally in Florida, for which the estimated acreage is 18,000 as compared with 11,400 acres in 1928.

Frost Damage in Texas

The Texas Truck Crop Specialist of the U. S. Department of Agriculture, under date of February 13, states that early estimates of freeze damage are as follows: In the Lower Rio Grande Valley, beans, 35 to 40 per cent; tomatoes, 30 to 35 per cent; cabbage, slight, if any; beets and carrots, none. Damage in Brownsville and Mission districts is reported light. In the Corpus Christi district damage to spinach 20 per cent; cabbage, 25 per cent and may run higher if dry weather continues; other truck except onions ruined in this district. In the Winter Garden district and adjoining counties, spinach shipments will possibly be cut 25 per cent for rest of month, with quality probably unmerchantable for next week or ten days. Austin reports only slight damage.

Weather and Crops

Winter truck crops made satisfactory advance in the Southeast except for some delay by cold weather in Georgia. Fair

progress was noted in southern Alabama, but to the westward slow advance was reported, with some damage to tender vegetation in Texas, although hardy truck is believed to be mostly uninjured. Fruit trees were reported in good condition generally, except in the Pacific Northwest where the low temperatures caused concern. Citrus continued to make new growth and bloom in Florida, heavy firing in citrus groves of California was necessary, with some damage to unheated orchards.

Canning Asparagus Acreage in California

The acreage of asparagus for canning in the Delta District of California is placed at 49,300 acres in 1929, the same as in 1928, as compared with 48,300 in 1927, 46,800 in 1926, 34,800 in 1925, and 26,200 in 1924.

Business Conditions

Check payments during the week ended February 9 were larger than in either the previous week or the corresponding period of 1928, according to the Department of Commerce. Primary distribution of goods, as reflected by car-loadings for the last reported week, was running somewhat higher than a year ago.

The general index of wholesale prices showed a further decline from the preceding week, reaching the level of a year ago.

Loans and discounts of Federal reserve member banks showed expansion as compared with both the previous week and the same period of 1928. Interest rates on call loans averaged higher than in either period. Time money rates declined from the previous week, but were higher than a year ago.

CAR LOADINGS

	Total	Miscellaneous	Merchandise L. C. L.	Other
Week ended February 9	946,893	333,339	245,630	368,925
Preceding week	926,188	320,077	240,826	365,285
Corresponding week, 1928	926,362	318,663	240,094	367,605
Corresponding week, 1927	965,664	327,973	232,326	365,365

Retail Trade in January

Sales of department stores showed an increase of 5 per cent in January over the corresponding month last year, according to reports made to the Federal Reserve System by 430 stores. After allowance is made for the fact that January of this year contained one more business day, the increase was about 1 per cent.

Sales of two mail-order houses were 26.5 per cent larger, and those of eight five-and-ten-cent chain stores 7.6 per cent larger, than in January of last year. Changes in the volume of business of both mail-order houses and chain stores reflect in part an increase from month to month in the number of retail outlets operated.

Forecast of Canned Food Movement

Freight car requirements during the first quarter of 1929 for canned foods, including jams, jellies, etc., have been estimated by the Regional Shippers' Advisory Board at 38,666 carloads, as compared with 39,358 cars actually loaded in the corresponding period of 1928.

Fruit in Cold Storage

Cold storage holdings of fruit on February 1, as reported by the Bureau of Agricultural Economics, were:

	Feb. 1, 1929	Feb. 1, 1928	3-yr. Average
Applesbarrels	1,881,000	1,266,000	2,747,000
Applesboxes	12,847,000	9,809,000	9,813,000
Applesbaskets	3,186,000	2,315,000	1,608,000
Pearsbarrels	10,000	9,000	10,000
Pearsboxes	778,000	432,000	819,000
Frozen fruit	60,179,000	52,196,000

Hawaiian Pineapple Pack for 1928

The Hawaiian pineapple pack in 1928, it is announced, totaled 8,663,056 cases, as compared with 8,879,252 cases in 1927, 8,939,590 in 1926, 8,728,580 in 1925, and 6,825,904 in 1924. The 1928 pack in the various sizes of cans was as follows: No. 2½, 3,718,954 cases; No. 2 tall, 1,945,280 cases; No. 2 short, 4,782 cases; No. 1½, 111,387; No. 1 tall, 157,269 cases; No. 1 buffet, 820,891 cases; 8 oz., 155,775 cases; No. 10, 1,736,405 cases; all others, 12,313 cases.

Federal Prisons in Market for Canned Foods

The Superintendent of Prisons, Department of Justice, is asking for bids, to be opened March 1, on canned tomatoes, corn, peas, string beans, spinach and catsup, for delivery at Chillicothe, Ohio, Alderson, W. Va., Leavenworth, Kan., and Atlanta, Ga. Copies of the schedules on which to submit bids may be obtained from the Superintendent of Prisons, Department of Justice, Washington, D. C.

Identification of Pea and Bean Seed Origin

The Chairman of the Association's Seed Committee, Mr. L. Meulendyke of Rochester, N. Y., arranged an informal conference with seedsmen during the Chicago convention. The principal subject discussed was the desirability of identification of the state of origin of pea and bean seed by seedsmen in filling orders from canners. With respect to pea seed, canners present called attention to slight differences in date of maturity of Alaska peas from the State of Washington and from other seed-growing territories in the west. A difference of only one day in time of reaching canning maturity may have an important influence on the quality of the pack, particularly if the crop grown from seed from different sections is mixed in the growers fields resulting in irregularities in the time at which the crop in a single field reaches canning maturity.

In this connection the importance of keeping different seed lots identified in the canners' warehouses was quite fully discussed. The method followed by some canners was described whereby pea seed is distributed to growers in accordance with seedsmen's stock numbers so that so far as possible all the seed furnished a given grower is identical as to strain. Strains which may differ slightly in type or date of maturity if delivered indiscriminately and mixed by the growers may result in far greater damage to the quality of the crop than if different lots are segregated in planting.

With respect to bean seed it was agreed that one of the principal considerations in connection with identification of the state of origin relates to seed-borne diseases such as bacterial blight, mosaic and anthracnose. Much helpful information as to the distribution of blight and mosaic in the different bean seed-growing regions of the west was contributed by Dr. William J. Zaumeyer of the U. S. Bureau of Plant Industry. Dr. Zaumeyer brought out the fact that risk from seed-borne anthracnose in beans is negligible when the seed is grown in any of the far-western territory inspected by the Department's representatives during the past three seasons. With eastern grown bean seed, on the other hand, risk of seed-borne anthracnose is materially increased.

Dr. Zaumeyer differentiated between different inter-mountain bean-growing sections with respect to present prevalence of bacterial blight and mosaic.

The pros and cons of identification of origin were discussed at some length by both seedsmen and canners. Several seedsmen

expressed the viewpoint that the placing of tags in the bags showing state of origin might result in building up unfounded prejudice for or against certain seed-producing areas in the minds of canners or their growers. Other seedsmen indicated a willingness to place tags in seed bags another season but explained that it would be difficult to do so for the present season's deliveries.

As a result of the discussion, a clearer understanding of the value to the canner of knowing state of origin was reached, and most of the seedsmen present indicated their willingness to furnish this information on the invoice to any customers desiring it.

While no definite recommendations resulted from the meeting, it was the feeling of all those participating that the discussion had been of value in reaching a better mutual understanding.

Express Refrigeration Service for Strawberries Ordered

Present freight service for the transportation of strawberries from Florida, North Carolina, and Alabama to points in Official Classification territory, and dewberries from North Carolina and South Carolina to the same destinations are inadequate, according to a decision of the Interstate Commerce Commission, announced February 12, and carriers are directed to arrange for the establishment of express refrigerator carload service.

Revised Bulletin on Market Research Agencies

The Bureau of Foreign and Domestic Commerce has issued the third annual edition of its guide to publications and activities relating to domestic marketing, copies of which are available from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 15 cents each.

The purpose of the publication, which has 206 pages, including index, is to provide all persons interested in domestic market investigations with a source book of the research work done in this field by both public and private agencies. Altogether, 655 agencies are reported up in the book.

Report Made on Open Price Trade Associations

Recommendations in the report on open price associations prepared by the Economic Division of the Federal Trade Commission and transmitted to the U. S. Senate on February 13,

were not passed upon or given formal approval by the Commission, according to a statement issued by Commissioner W. E. Humphrey on February 13.

The letter of transmittal, Commissioner Humphrey stated, makes it clear that the report has not had the Commission's endorsement and that it was sent to Congress for whatever it may be worth. Principal recommendations in the report are:

That the U. S. Bureau of the Census be given power to compel the return of statistical data needed from all manufacturers and dealers, insuring satisfactory development of trade statistics with regard to accuracy and comparability from month to month.

That trade associations be given a definite place and responsibility in the social order by a licensing system, designed not so much as an instrument of regulation but rather as an important means of providing the Government with full knowledge of what the trade associations are doing.

That practical application of the anti-trust laws might well be clarified or extended with reference to the circulation of identified price and statistical information.

The report is concerned primarily with open price associations, but it deals to a large extent with trade associations generally, and contains a chapter on activities of five large lumber trade associations, which part of the report is a result of a special investigation undertaken by the Commission on its own initiative.

Revised Bulletin on Sweet Potato Diseases Issued

Farmers' Bulletin No. 1059 on sweet-potato diseases, first issued in 1919, has been revised and republished by the U. S. Department of Agriculture. It is an illustrated pamphlet of 24 pages, which describes the field diseases and storage rots attacking sweet potatoes and such methods of control as have been developed. There are also suggestions as to the digging and handling of potatoes and the storage house and its management.

Tin Can Production in 1927

The number of cans made by can manufacturers has been reported by the Census Bureau for the first time in its report on the production of tin cans and utensils for 1927. According to its preliminary report the establishments engaged primarily in the manufacture of tin cans and utensils in 1927 reported the production of 1,180,693,414 hole-top cans, valued at \$17,751,566;

4,286,711,908 sanitary cans, \$97,742,906; 2,587,152,868 general-line cans and packages, \$95,149,059, and general-line cans and packages, quantity not reported, \$20,382,005; 554,490 ice cream cans, \$1,032,600; 1,044,435 milk cans, \$3,739,122; stamped tinware, \$4,101,101; other tinware, \$7,234,604; other products, \$6,345,728; making a total value of \$253,478,691, a decrease of 2.6 per cent as compared with \$260,359,961 for 1925, the last preceding census year.

This industry is made up of (1) establishments engaged primarily in the manufacture, from purchased tin plate, of cans, pails, boxes, and household and cooking utensils, and (2) of tin-can departments operated by establishments which manufacture tin cans for use as containers for their own products.

Of the 236 establishments reporting for 1927, 49 were located in New York, 32 in Illinois, 26 in Pennsylvania, 20 in Maryland, 17 in California, 17 in Ohio, 10 in New Jersey, 9 in Missouri, 8 in Massachusetts, 7 in Washington, 4 each in Louisiana, Virginia, West Virginia, and Wisconsin, and the remaining 25 in 15 other States. In 1925 the industry was represented by 221 establishments, the increase to 236 being the net result of a gain of 47 and a loss of 32. Of the 47 establishments gained, 11 had manufactured other classes of commodities as their principal products in 1925 and 36 reported for the first time at the present census. Of the 32 establishments lost, 9 went out of business prior to 1927, 6 were idle throughout the year, 9 reported commodities other than tin cans and utensils as their principal products and were therefore transferred to the appropriate industries, 6 reported products valued at less than \$5,000 (no data are tabulated at the biennial censuses for establishments with products under \$5,000 in value), and 2 were merged with other plants.

Bulletins on California Sardine

The California Department of Natural Resources, Division of Fish and Game, has issued two bulletins on California sardines, as follows:

Fish Bulletin No. 12—"The Weight-Length Relationship of the California Sardine at San Pedro," by Frances N. Clark.

Fish Bulletin No. 13—"Seasonal Average Length Trends at Monterey of the California Sardine," by Carrol B. Andrews.

Uniform Arbitration Bill Introduced in State Legislatures

The Draft State Arbitration Act, prepared by the American Arbitration Association, has been introduced in the state legislatures of Colorado, Indiana, New Hampshire, Texas, Arizona and Maryland.

Study of Fusarium Wilt of Peas Published

The Agricultural Experiment Station of the University of Wisconsin, at Madison, has published as Research Bulletin No. 85 a 44-page illustrated pamphlet on "A Fusarium Wilt of Peas in Wisconsin," by Maurice B. Linford.

During the summer of 1924 there was discovered in Wisconsin pea fields a Fusarium wilt hitherto not recognized, and a study of the disease was begun during the following winter and continued during 1925-26 and 1927-28. The bulletin gives the results of these studies, including recommendations for control.

Razor-Clam Fishery of Washington

The condition of the razor-clam fishery of Washington is the subject of Economic Circular No. 64 issued in December by the Bureau of Fisheries. The bulletin concludes with the following recommendations:

"A size limit should be established, which would prevent the taking at any time of clams less than 4½ inches in length of shell. A bag limit should be imposed upon all unlicensed diggers. A limit of two dozen clams per person per day would allow enough for private consumption and prevent illegal canning. The beaches should be closed entirely from October 1 to March 2, the latter being the date of opening of the commercial season. Crab fishermen should be allowed to secure clams for bait."

Uruguay Modifies Branding Decree

Uruguay has modified its container-branding decree so as to permit stenciling, according to the Department of Commerce. The original decree, which was to become effective March 13, proposed branding or burning in of gross and net weights and volume on all containers of goods imported into the country, when the nature of the container permitted.

Abstracts of Canning Technology

With this issue of the Information Letter is mailed No. 4 of Volume VI of the Abstracts of Canning Technology. Should

any member fail to receive his copy, please advise the Association's office in order that another may be sent.

Fumigation Destroys Pea and Bean Weevils

In Farmers' Bulletin 1275-F, "Weevils in Beans and Peas," just published for free distribution after a revision by the author, E. A. Back, the United-States Department of Agriculture offers a simple explanation of how the infestations are spread, how the weevils develop and damage the seeds, describes the various weevils and gives simple instructions for the prevention of infestation and the fumigation of the stored seeds to prevent damage by the weevils after infestation. With proper precautions, particularly if they are applied on a community-wide basis, crops subject to weevil injury can be grown in localities where their culture has been abandoned. Farmers' Bulletin 1275-F may be procured free on application to the Department of Agriculture, Washington, D. C.

Italian Tomato Canning Industry in 1928

The Italian canning industry in general has been operating at a high degree of activity and is occupied mainly with the preparation of tomato products, the leading products of the local industry, according to information received in the Department of Commerce from the American consul at Naples. An increasing demand is reported from Northern Italy, England and Canada for double-concentrated tomato sauce, and the local industry is specially engaged in filling orders for paste. The orders from Canada and England are especially satisfactory as they are intended not only to replenish exhausted stocks in those markets but also to furnish shipments in the future.

However, the export trade in peeled tomatoes is suffering severely and there has been a falling off in exports of peeled tomatoes to the United States. This decline has affected the smaller firms which have specialized in the exportation of canned tomatoes to the United States and which have thus lost their main market without being able to compensate themselves by an increased trade in the domestic and other foreign markets. The larger firms have been able to offset their losses in trade with the United States by a larger trade in double-concentrated tomato sauce in the home and foreign markets.

A decrease of 49 per cent in value is shown in exports of tomato paste from the Palermo district to the United States in

1928 as compared with 1927, according to the American consul at Palermo. The manufacturers state that American customs charges constitute an important factor in this industry, and that the American product is made in such improved qualities that it is satisfying the foreign population in the United States who heretofore have depended on the Italian product for their national dishes, which forms a large part of their diet.

Japanese Firms Receive New Fishing Concessions in Kamchatka

Twenty-two contracts for the operation of fish canneries at Kamchatka have recently been signed by the Russian Chief Concessions Committee with Japanese firms, according to information contained in the February 1, 1929, issue of the Russian Economic Review.

Nineteen of these factories will be operated by the Japanese company, Nichiro Kaigio Kabusiki Kaisha. The factories are to employ from 100 to 600 workers each. The Japanese concessionaires will can salmon products, crabs and caviar and will produce fertilizer from the scrap. Special fishing districts have been allotted to the respective companies, who will also have the right to purchase fish from other producers in Russia for shipping abroad.

The necessary equipment may be imported by the concessionaires duty free. In other respects the enterprises will be guided by the Russian labor code and other Russian laws, as well as by the fishing convention concluded last May between Russia and Japan. The concessionaires will pay to the Russian Government a royalty on each case of canned products. A total of 300,000 rubles (approximately \$154,380) will be deposited with the government as a guarantee of the fulfillment of all obligations by the concessionaires.

The concession agreements have been concluded for a period of ten years and expire on December 1, 1938.

Belgian Sardines in Singapore

According to information received in the Department of Commerce from the American trade commissioner at Singapore, there are to be found in many native and Indian stores of Singapore, stocks of a kind of sardine called "Belga," made in Belgium. They are packed in cases of eighty tins and the size of each tin is 1 by 4 by 3 inches. The sardine is preserved in tomato sauce. They are retailed at about 11c per tin and \$6.81 per case of

eighty as compared with \$7.35 for American sardines from the wholesaler.

According to information received from the trade, the "Belga" sardine is a new line on the Singapore market, and can compete with some of the cheap American sardines, which have much more content and can be obtained from the retailer for about 18 cents or less, because consumers are keen in selecting something to their taste and do not compare size.